

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	網路行銷實務	Serial No. / ID	0969 / BAM4181
Dept.	企業管理學系	School System / Class	大學日間部4年1班
Lecturer	黃怡芬	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(三)456 / B402	Language	Chinese

Introduction
Internet marketing, also known as digital marketing, web marketing, online marketing, search marketing or e-marketing, is referred to as the marketing (generally promotion) of products or services over the Internet. This course covers the aspects of eMarketing that relate to strategic marketing planning.

Outline
Part 1 Basic concepts Part 2 Age of Digital Part 3 Strategic planning in E-marketing Part 4 Marketing Mix in E-marketing

Prerequisite
Marketing